

Aristotle's Five Canons of Rhetoric (Remember that
in film the director is the rhetor)

I. Invention

A. Inartistic (scientific truths)

B. Artistic

1. Ethos(Character, language,
"fairness," credentials, etc.)

2. Pathos

3. Logos

II. Disposition (arrangement) of. Structure of
Classical Argument.

III. Style (includes all the elements of cinematic
presentation)

IV. Memory

V. Delivery

A. Voice

B. Gesture

The Burkeian Pentad (Based on principle that all life is
"dramatistic [sic].")

I. Actor-agent (look at director, not at
subjects)

2. Action

3. Scene (where and when)

4. Purpose

5. Agency (How?) (Cinematic techniques.)